

What is claimed is:

1. A computerized system for providing a salesperson with assistance related to training and sales of parts corresponding to particular products, comprising:
- (a) data storage means for electronically storing both graphic and textual parts-related information including specifications, features, and customer benefits, the specifications including at least one of the following:
    - (i) a manufacturer's part number;
    - (ii) a part attribute; and
    - (iii) a description of a product with which a part is to be used;
  - (b) display means for electronically displaying portions of the graphic and textual information in order to provide training and sales assistance related to part features and customer benefits;
  - (c) part selection means for electronically selecting a particular part by navigating through a plurality of part choices menus based on one or more of the following:
    - (i) at least a portion of a manufacturer's part number;
    - (ii) an attribute of the particular part which distinguishes the particular part from a generic class of parts; or
    - (iii) a description of a product with which the particular part is to be used; and
  - (d) user interface means for controlling operation of the display means and the part selection means.
2. The system of claim 1 wherein the part selection means further comprises means for electronically selecting a particular part by selecting a choice in a first part

choices menu and successively selecting a choice in a second part choices menu.

3. The system of claim 2 wherein the part selection means generates the second part choices menu based upon the choice selected in the first part choices menu.
4. The system of claim 2 wherein the part selection means dynamically generates the first and second part choices menu from the electronically stored information.
5. The system of claim 1 wherein:
  - (a) the data storage means comprises means for electronically storing parts-related information including identity and prices; and
  - (b) the system further comprises report generation means for generating a printed report that includes:
    - (i) identity information corresponding to at least one particular part; and
    - (ii) a price corresponding to a particular part identified in the report.
6. The system of claim 5 wherein the report generation means further comprises means for generating a printed report that includes specifications related to a particular part identified in the report.
7. The system of claim 5 wherein the report generation means comprises means for generating a printed report customized for a particular parts dealer.
8. The system of claim 5 wherein the report generation means comprises means for generating a printed report automatically personalized to a particular customer.

9. The system of claim 5 wherein:
- (a) the data storage means further comprises means for electronically storing a generated report; and
  - (b) the report generation means comprises:
    - (i) means for retrieving the stored generated report from the data storage means; and
    - (ii) means for generating a current printed report including automatically updated part-related information.
10. The system of claim 5 wherein the report generation means comprises means for generating a printed report including graphically displayed part-related information.
11. The system of claim 5 wherein the report generation means comprises means for generating a printed report including a plurality of colors.
12. The system of claim 1 wherein the data storage means comprises:
- (a) security means for preventing access to portions of the electronically stored information without authorization; and
  - (b) authorization means for providing to the security means authorization to access portions of the electronically stored information.
13. The system of claim 12 wherein the data storage means comprises:
- (a) means for electronically storing parts-related information including prices; and
  - (b) customization means for customizing the stored pricing information of parts upon the authorization means providing the security means authorization to access

the portion of electronically stored information including pricing information.

14. The system of claim 1 wherein:
  - (a) the data storage means comprises means for electronically storing a data base of products used by the customer; and
  - (b) the part selection means comprises means for generating a list of parts corresponding to at least a portion of the products used by the customer.
15. The system of claim 1 wherein the data storage means, the display means, the part selection means, and the user interface means reside in a portable personal computer.
16. The system of claim 1 wherein the data storage means, the display means, the part selection means, and the user interface means reside in a desktop personal computer.
17. The system of claim 1 wherein at least a portion of one of the data storage means, the display means, the part selection means, or the user interface means resides on a computerized network.
18. The system of claim 1 wherein the display means comprises means for generating a sequential display of graphic and textual information including portions of the stored graphic and textual parts-related information.
19. The system of claim 18 wherein the display means further comprises means for displaying the sequential display of graphic and textual information in a plurality of colors.
20. The system of claim 18 wherein the display means further comprises means for customizing various aspects of the sequential display of graphic and textual information

including generating graphic and custom textual information.

21. The system of claim 18 wherein the display means further comprises means for customizing various aspects of the sequential display of graphic and textual information including editing the sequence of displaying portions of the stored graphic and textual information.
22. The system of claim 1 wherein the display means comprises means for generating an animated demonstration.
23. A computerized process for providing a salesperson with assistance related to training and sales of parts corresponding to particular products, comprising:
  - (a) electronically storing both graphic and textual parts-related information including specifications, features, and customer benefits, the specifications including at least one of the following:
    - (i) a manufacturer's part number;
    - (ii) a part attribute; and
    - (iii) a description of a product with which a part is to be used;
  - (b) electronically displaying portions of the graphic and textual information in order to provide training and sales assistance related to part features and customer benefits; and
  - (c) electronically selecting a particular part by navigating through a plurality of part choices menus based on one or more of the following:
    - (i) at least a portion of a manufacturer's part number
    - (ii) an attribute of the particular part which distinguishes the particular part from a generic class of parts; or

(iii) a description of a product with which the particular part is to be used.

24. The process of claim 23 further comprising electronically selecting a particular part by selecting a choice in a first part choices menu and successively selecting a choice in a second part choices menu.
25. The process of claim 24 wherein the electronically selecting process generates the second part choices menu based upon the choice selected in the first part choices menu.
26. The process of claim 24 wherein the electronically selecting process generates the first and second part choices menu from the electronically stored information.
27. The process of claim 23 wherein:
  - (a) the electronically storing process comprises electronically storing parts-related information including identity and prices; and
  - (b) the process further comprises generating a printed report that includes:
    - (i) identity information corresponding to at least one particular part; and
    - (ii) a price corresponding to a particular part identified in the report.
28. The process of claim 27 further comprising generating a printed report that includes specifications related to a particular part identified in the report.
29. The process of claim 27 further comprising generating a printed report customized for a particular parts dealer.

30. The process of claim 27 further comprising generating a printed report automatically personalized to a particular customer.
31. The process of claim 27 further comprising:
- (a) electronically storing a generated report;
  - (b) retrieving the stored generated report; and
  - (c) generating a current printed report including automatically updated part-related information.
32. The process of claim 27 further comprising generating a printed report including graphically displayed part-related information.
33. The process of claim 27 further comprising generating a printed report including a plurality of colors.
34. The process of claim 23 further comprising:
- (a) preventing access to portions of the electronically stored information without authorization; and
  - (b) providing authorization to access portions of the electronically stored information.
35. The process of claim 34 further comprising:
- (a) electronically storing parts-related information including prices; and
  - (b) customizing the stored pricing information of parts upon providing authorization to access the portion of electronically stored information including pricing information.
36. The process of claim 23 further comprising:
- (a) electronically storing a data base of products used by the customer; and
  - (b) generating a list of parts corresponding to at least a portion of the products used by the customer.

37. The process of claim 23 wherein the steps of electronically storing, electronically displaying, and electronically selecting are carried out by a portable personal computer.
38. The process of claim 23 wherein the steps of electronically storing, electronically displaying, and electronically selecting are carried out by a desktop personal computer.
39. The process of claim 23 wherein at least a portion of one of the steps of electronically storing, electronically displaying, and electronically selecting are carried out by a computerized network.
40. The process of claim 23 further comprising generating a sequential display of graphic and textual information including portions of the stored graphic and textual parts-related information.
41. The process of claim 23 further comprising displaying the sequential display of graphic and textual information in a plurality of colors.
42. The process of claim 23 further comprising customizing various aspects of the sequential display of graphic and textual information including generating graphic and custom textual information.
43. The process of claim 23 further comprising customizing various aspects of the sequential display of graphic and textual information including editing the sequence of displaying portions of the stored graphic and textual information.
44. The process of claim 23 further comprising generating an animated demonstration.